

TOTAL GENERAL CATEGORY NAME OF REGULAR BRAND (CONT'D)

	N = 217	CIGARETTE USAGE			EDUCATION	
		Total	Current Non-Smokers		High School Or Less	College Or More
			Current Smokers	Former Smokers		
Snuff	49	45	42	57	51	45
Chewing tobacco	29	29	35	24	24	38
Dip/dipping tobacco	19	20	15	22	22	14
Tobacco	14	16	16	12	15	12
Chew/a chew	12	11	13	11	10	14
By brand name	9	13	13	4	10	7
Smokeless/smokeless tobacco	6	5	3	8	7	2
Pinch	2	4	2	1	1	3
Wormdirt	2	4	-	2	2	2
Chaw/a chaw	2	4	3	1	3	2
Shake	1	2	-	1	1	2
Plug	1	-	2	-	1	-
Other	6	7	6	6	4	14
Don't know	9	9	10	8	10	7

QUESTIONS: As you know, different products can be referred to by brand name, as well as by general category names. For instance, Q-Tips would be an example of a brand name, but the general category name of the product would be cotton swabs. Another example is Kleenex being a brand name and tissues being the general category name.

The brand name of the product you use most often is (BRAND). How would you refer to (BRAND) in terms of its general category?

What other ways are there to refer to (BRAND)?

Table 14

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